

Message Text

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PAGE 01 ROME 03836 020356Z

ACTION EUR-12

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FM AMEMBASSY ROME

TO AMCONSUL FLORENCE

AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL APLES

AMCONSUL PALERMO

AMCONSUL TRIESTE

AMCONSUL TURN

U.S. TRADE CENTER MILAN

INFO SECSTATE WASHDC 0940

USDOC WASHDC

UNCLAS ROME 3836

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: ITALY COMMERCIAL OFFICERS' CONFERENCE

REF: ROME 3173

1. THERE FOLLOWS AGNDA FOR COMMERCIAL OFFICERS' CONFERENCE TO BE HELD AT THE CONSULATE IN FLORENCE ON MARCH 13. PRIOR TO CONFERENCE, THERE WILL BE A RECEPTION AND BUFFET DINNER AT THE VILLA GIARDINI DI MARIGNOLLE, VIA DI SANT MARIA A MARIGNOLLE 69, FLORENCE 7 P.M. SUNDAY NIGHT MARCH 12. ALL ATTENDEES ARE INVITED.

2. AGENDA: MARCH 13

09:00 - OPENING SESSION. WELCOMING REMARKS. CONSULGENERAL GORDON.

09:15 - STATUS OF COUNTRY COMMERCIAL EFFORT AND A LOOK FORWARD.

COMMOUNCELOR HIKENEN.

09:45 - DISCUSSION OF COUNTRY COMMRCIAL PROGRAM (CCP) FY-78.

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PAGE 02 ROME 03836 020356Z

CURRENT PROBLEMS. DISCUSSION LEADERS: SKOL AND PITTS.

10:30 - BREAK.

10:45 - DISCUSSION OF DRAFT FY-79 CCP. DISCUSSION LEADER: HEIKENEN.

11:30 - PRELIMINARY FY-80 CCP. DISCUSSION LEADER: SKOL.

11:45 - COMMERCIAL SECTION STAFFING/WORKLOAD REQUIREMENTS. DISCUSSION LEADER: QUANDT.

12:30 - LUNCH AT MR. GORDON'S RESIDENCE.
14:00 - TRADE CENTER PLANS, INCLUDING CHANGE TO INTERNATIONAL
MARKETING CENTER - WHITMAN.
14:30 - FOREIGN BUYER PROGRAM/VISIT USA - SKOL AND PITT .
15:15 - GUEST SPEAKERS: H. BURDICK ON AMERICAN CHAMBER OF
COMMERCE SERVICES AND ATTORNEY D. GILIOLI ON LEGAL ASPECTS
LICENSING (LATTER TENTATIVGLM
16:00 - BREAK.
16:15 - INVESTMENT PROBLEMS. DISCUSSION LEADERS: NROTON AND
CREAGAN.
16:45 - OPEN SESSION - EACH POST REPRESENTATIVE TO SPEAK
ABOUT 5 MINUTES ON NY SPECIL MPROBLMES AND EXPERIENCESGM
18:00 - WRAP UP. HEIKENEN.R CONFERENCE ENDS.

3. RAPPORTEURS OF CH SESSION WILL BE DESIGNATED AT MEETING.
ALSO NOTE THAT FY-79 CCP IS BEING POUCHEO TO POSTS AND FY-80
PRELIMINARY CCP ALREADY SENT TO ALL POSTS. THUS, ATTENDEES WILL
HAVE PRIOR TO MEETING CCP'S FOR ALL 3 YEARS UNDER DISCUSSION.
POSTS WILL BE CONTACTED INDIVIUALLY RE HOTEL ASSIGNMES

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